

**AMENDMENTS TO THE CLAIMS**

Please amend the claims of the present application as set forth below. In accordance with the PTO's revised amendment format, a detailed listing of all claims has been provided. A status identifier is provided for each claim in a  
5 parenthetical expression following each claim number. Changes to the claims are shown by strikethrough (for deleted matter) or underlining (for added matter).

1. (currently amended): A method, comprising:
- 10 detecting the occurrence of a marketing event for a customer, the marketing event regarding one or more printing device replaceable components of a particular brand;
- determining printing device usage for the customer;
- determining a price for the one or more printing device replaceable  
15 components based on the printing device usage; and
- transmitting the price to the customer.

2. (original): The method as recited in claim 1, wherein the determining the printing device usage further comprises calculating a number  
20 of pages printed by a particular brand of printing devices owned by the customer.

3. (original): The method as recited in claim 1, wherein the determining the printing device usage further comprises calculating a number  
25 of pages printed by a particular brand of printing devices owned by the customer over a usage time period.

4. (original): The method as recited in claim 3, wherein usage time period of a moving average.

5. (original): The method as recited in claim 3, wherein the usage time period is a fixed time period.

6. (original): The method as recited in claim 1, wherein the determining the printing device usage further comprises calculating an average number of pages printed per month by a particular brand of printing devices owned by the customer.

7. (original): The method as recited in claim 1, wherein the detecting the occurrence of a marketing event further comprises receiving an order for one or more replaceable components from the customer.

8. (original): The method as recited in claim 1, wherein the detecting the occurrence of a marketing event further comprises receiving an inquiry from the customer for the price of the one or more replaceable components.

9. (original): The method as recited in claim 1, wherein the detecting the occurrence of a marketing event further comprises receiving a depleted toner cartridge from the customer.

10. (original): The method as recited in claim 1, wherein the detecting the occurrence of a marketing event further comprises detecting a

pre-determined time for transmitting an unsolicited advertisement to the customer.

11. (original): The method as recited in claim 1, wherein:

5 the detecting the occurrence of a marketing event further comprises receiving a depleted printing device replaceable component from the customer, the depleted printing device replaceable component having component memory integrated therewith;

the determining printing device usage for the customer further comprises,  
10 retrieving a component page count from the component memory that indicates a number of pages printed using the depleted printing device replaceable component and adding the component page count to a cumulative page count to derive a new cumulative page count, the cumulative page count indicating a total number of pages printed by the customer using a particular brand of  
15 printing device replaceable component; and

the determining a price for the one or more printing device replaceable components further comprises determining a price for a printing device replaceable component that is identical to the depleted printing device replaceable component, the price being based on the new cumulative page  
20 count.

12. (original): The method as recited in claim 1, wherein the determining a price for the one or more printing device replaceable components further comprises determining a price of one or more presently ordered printing  
25 device replaceable components.

13. (original): The method as recited in claim 1, wherein the determining a price for the one or more printing device replaceable components further comprises determining a price of one or more printing device replaceable components that are available for sale.

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14. (original): The method as recited in claim 1, wherein the determining a price further comprises referring to a pricing table to determine a price for the one or more printing device replaceable components as a function of the printing device usage.

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al 15. (original): The method as recited in claim 1, wherein the printing device replaceable component is a laser printer toner cartridge.

16. (original): A system, comprising:

15 a printing device usage database that stores printing device usage for a plurality of customers, the printing device usage being a number of pages printed by a particular brand of printing devices owned by a customer;

a pricing module;

20 a usage module configured to calculate printing device usage for each customer;

a pricing module configured to calculate a price of a printing device replaceable component for sale to a customer, the price being dependent upon the customer's printing device usage; and

25 message transmission means for transmitting the calculated price of the printing device replaceable component to the customer.

17. (original): The system as recited in claim 16, further comprising a recycling center to receive a depleted printing device replaceable component that has component memory integrated therewith and to retrieve a page count from the component memory, the page count indicating a number of pages  
5 printed utilizing the printing device replaceable component.

18. (original): The system as recited in claim 16, wherein the message transmission means further comprises a network connection over which the price may be transmitted to the customer.

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19. (original): The system as recited in claim 16, further comprising an order center configured to receive a customer order for one or more printing device replaceable components.

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15 20. (original): The system as recited in claim 16, wherein the printing device usage is a number of pages printed from printing devices of a particular brand owned by a customer over a usage time period.

21. (original): The system as recited in claim 20, wherein the usage  
20 time period is a moving average.

22. (original): The system as recited in claim 16, wherein the printing device usage is an average number of pages per month printed from a particular brand of printing device owned by a customer.

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23. (original): A laser printer that embodies the system as recited in claim 16.

24. (original): One or more computer-readable media containing computer-executable instructions that, when executed by a computer, perform the following steps:

5        calculating printing device usage for the customer by determining a number of pages printed over a usage time period by printing devices owned by the customer that utilize a particular brand of printing device replaceable component; and

10        calculating the price of a printing device replaceable component, the price being a function of the printing device usage.

25. (original): The one or more computer-readable media as recited in claim 24, wherein the calculating the price of a printing device replaceable component further comprises utilizing a pricing table that indicates a first  
15        prices for the printing device replaceable component when the printing device usage falls within a first range, and a second price for the printing device replaceable component when the printing device usage falls within a second range.

20        26. (original): The one or more computer-readable media as recited in claim 24, wherein:

the printing device usage is a cumulative printing device usage;

25        the calculating the printing device usage further comprises adding a page count retrieved from component memory of a depleted printing device replaceable component from the customer to the cumulative page count to derive a new cumulative page count for the customer, the page count indicating

a number of pages printed using the printing device replaceable component;  
and

the calculating the price of the printing device replaceable component  
further comprises utilizing the new cumulative page count.

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27. (original): A laser printer that embodies the one or more  
computer-readable media as recited in claim 24.

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